



BUILDING BRIDGES FOR AMERICA

## Civics for Change

Know the system to change the system.

# Welcome

Tonight's Hosts:

Terry Mumford, Caz Margenau, Jenny Okamoto  
Leadership Development, Building Bridges for  
America

# Terry Mumford

Partner, Law Firm – Lobbyist and Governmental  
Benefits

Associate University Counsel

Dep. Director, Legislative Services Agency

Legislative Director, Governor's Office

Chief Legal Counsel, House of Representatives

# Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Please introduce yourself in the chat, where are you from, and campaigns and organizations you are working with - **We look forward to your tips on GOTV!**
- Enter questions and follow-up requests on the chat
- Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!



# BUILDING BRIDGES FOR AMERICA



Supporting grassroots  
organizers, candidates,  
and causes.

[JOIN US](#)

[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)





# Political Organizing Classes

8 free and accessible courses and workbooks for volunteers.



- *Civics 101*
- *Civics for Change*



- *Say This, Not That...*
- *Grassroots Organizing for Change*
- *Local Leaders and Precinct Chairs*



- *How to Be Politically Active*
- *Conversations that Break Through*
- *Pop the Disinformation Bubble*



Maximize your volunteer effort.

2024 GOTV Session  
10/3-10/24

# BUILDING BRIDGES FOR AMERICA

## Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

## Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

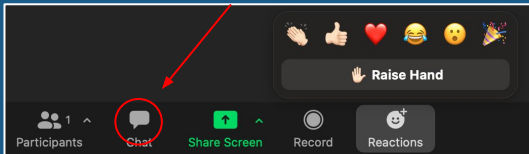
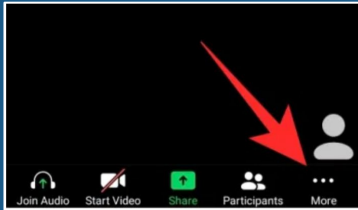
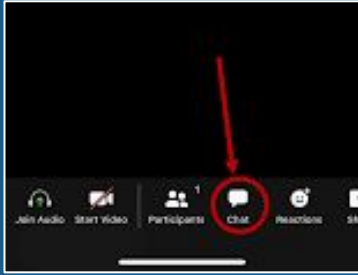
## Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



Locate the chat feature.

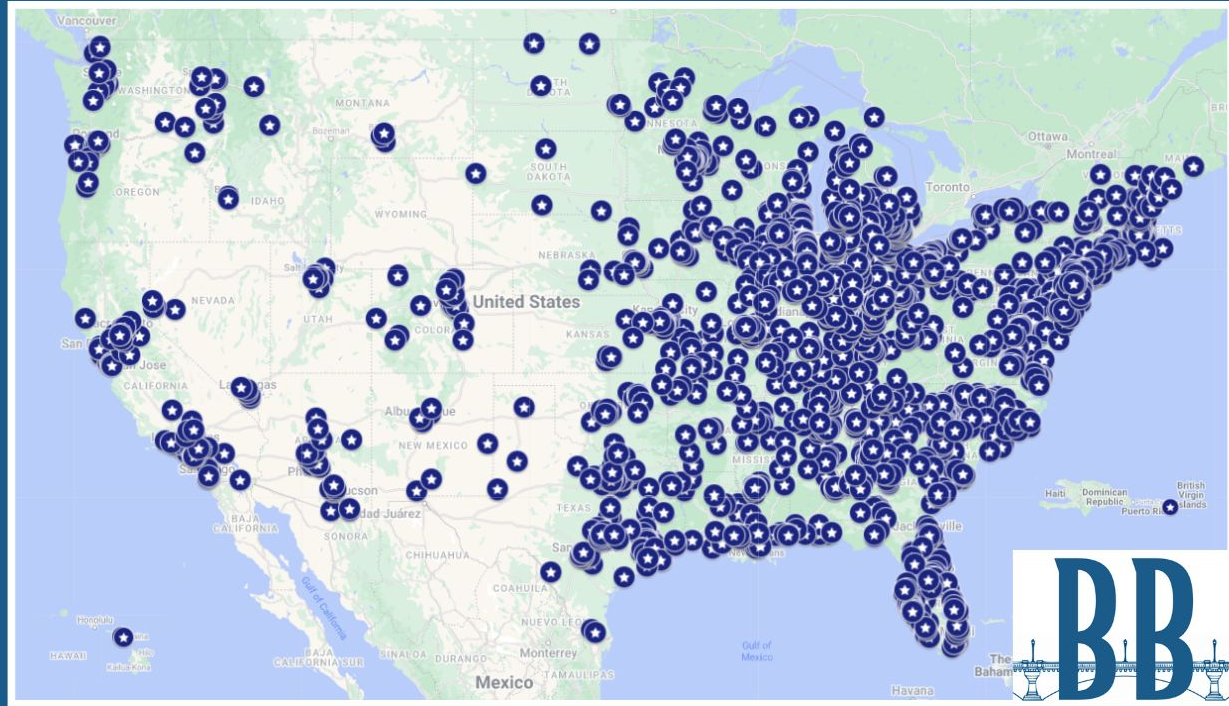


Say



hello in chat!

Where are you joining us from?







Let's GO[TV]!

# BUILDING BRIDGES FOR AMERICA

## Civics for Change



BUILDING BRIDGES  
FOR AMERICA

Civics for  
Change



**DOWNLOAD THE  
STEP BY STEP  
COURSE WORKBOOK**

**DOWNLOAD FILLABLE PDF**

**PRINTABLE DOWNLOAD**

# Phases of the Campaign



**Organization Building  
(Ongoing)**



**Voter Contact  
("DVC")**



**Get Out The Vote  
("GOTV")**

# What's the Work Tonight?

We're changing it up!

“Civics for Change” usually focuses on understanding who are the relevant policy makers on an issue and then coming up with a strategy for reaching out to them.

Tonight we are going to focus on getting out the vote – GOTV – to elect the policy makers who support our causes. But we will start where we always do in our civics work – we will start with a brief review of the structure of government and who are the policy makers. The primary resource is "A Governmental Cheat Sheet". We want to understand who's at the top and who's “down the ballot”.

*Check out “Civics for Change” workbook, download at [www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com). This presentation refers to the workbook.*



# What's the Work Tonight?

Ignore the polls - all of them - Advice from Dan Pfeiffer -

- “Ask yourself this question — how will the latest poll affect what you are going to do over the next [5] days? Will you volunteer fewer hours, donate less, or encourage fewer friends to vote?”
- “We are in the final stretch. There is nothing left to do but persuade and mobilize”
- “[T]he largest swath of the undecided universe is not deciding between Kamala Harris and Donald Trump. They are deciding between one candidate and the couch.”

# Voters may want to elect policy makers who will solve their problems -- BUT

- They are unsure about the source of the problem
- They don't know who could fix the problem
- They don't know whether the person responsible is on the ballot
- They don't know how to cast their ballot
- They think it doesn't matter if they vote

# What's Your Role? – Address Voter Concerns

**Super Volunteer – Some of Us** – A campaign resource, a leader of other volunteers, an advisor – organizing or implementing GOTV

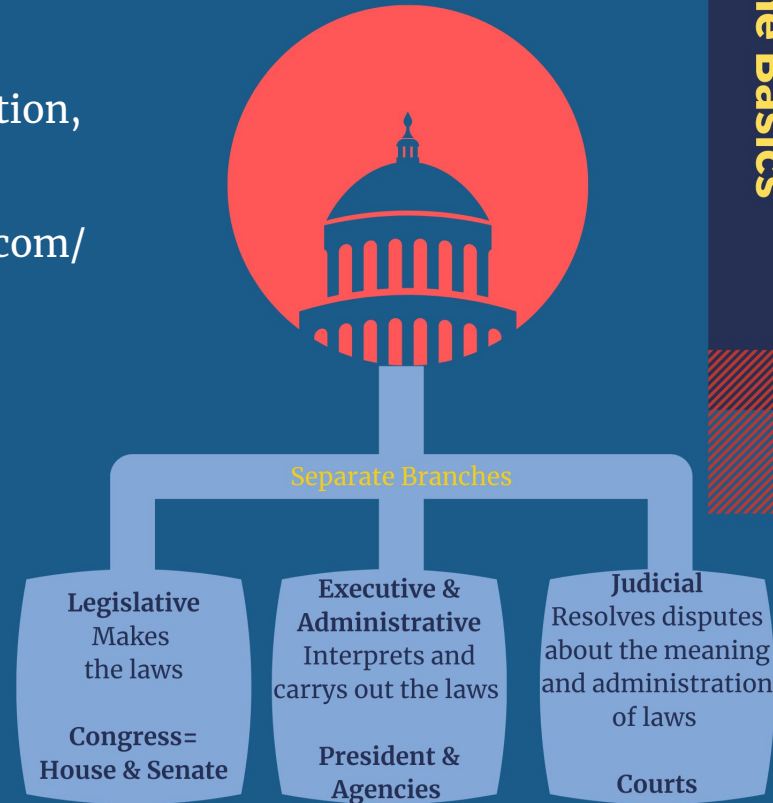
**“Just” A Volunteer – Most of Us** – Phone banking, canvassing, postcard writing, yard sign distributing, “lit” dropping

**Trusted Voice – All of Us** – Friends, family, colleagues trust you to give them good advice because we understand civics

**Concerned Citizen – All of Us** – A communicator with policy makers

# THE GOVERNMENT

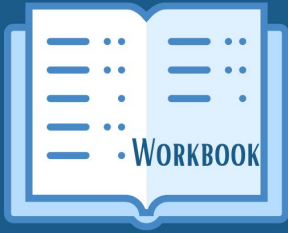
To understand the basics of our Constitution, federal and state legislation, consult our materials on “Civics 101”  
<https://www.buildingbridgesforamerica.com/courses/civics-101>





# Let's Be Prepared to GOTV

Let's see how we can use the Civics for Change Workbook to make us effective at GOTV



# Governmental Cheat Sheet – Step 1

Whether you are a super volunteer, a volunteer, a trusted voice, or an advocate, you can use the Workbook to give you structure. First, where is “the battle”? What is the jurisdiction? Use this cheat sheet to get you started.

*Jurisdiction* = the official power to make legal decisions and judgments -  
Two parts - responsibility + geography.

# Your Jurisdiction

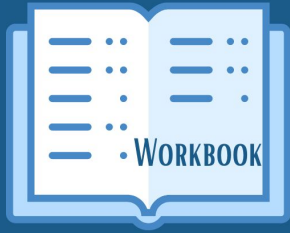
# Step 1

## Preparing your cheat sheet.

This sheet will help you identify the specifics about your area (jurisdiction) and will vary depending on the issue(s) you are addressing. Get started by filling in what you know and fill in the blanks later.

State	<input type="text"/>
County	<input type="text"/>
City, Town, Village or Unincorporated area	<input type="text"/>
School District	<input type="text"/>
Special Service District (sewer)	<input type="text"/>





## Governmental Cheat Sheet – Step 2

In your Workbook, identify the policy makers for your jurisdiction- if they are on the ballot, make a note of that as well!



# Your Policymakers

## Step



You can search online and find this information.

U.S. Senator (1)	name, party, contact info.
U.S. Senator (2)	name, party, contact info.
U.S. Representative	name, party, district, contact info.
Governor	name, party, contact info.
State Senator	name, party, district, contact info.
State Representative	name, party, district, contact info.
Mayor	contact information
County Commissioners	contact information
City/Town Council	contact information
School Board Member	contact information

# More “Jurisdictions” and “Policy Makers” to Identify for 2024

## At the State Level:

- Secretary of State
- Treasurer
- Attorney General
- CFO

## At the Local Level:

- County Council
- City Council
- Town Council
- Township Trustee, Advisory Board

# More “Jurisdictions” and “Policy Makers” to Identify for 2024

School Board (non-partisan)

Judges

Public Questions



## What can we learn from *MAGA* election strategy?

- Don't just focus on federal elections, swing states/districts, during the federal election years.
- Pay attention to state elections, state houses, all states, all levels.

David Pepper, [Saving Democracy: A User's Manual For Every American](#)



# “Jurisdictions” and “Policy Makers” to Identify for 2024 – Resources

League of Women Voters – <https://www.vote411.org/ballot>

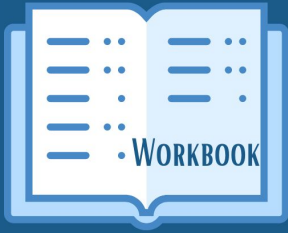
Ballotpedia – Sample Ballot Tool – [https://ballotpedia.org/Sample\\_Ballot\\_Lookup](https://ballotpedia.org/Sample_Ballot_Lookup)

Your State’s Chief Election Official – Secretary of State – For example – <https://indianavoters.in.gov/MVPHome/PrintDocuments>

Your Local Election Official – County Clerk – For Example – <https://vote.indy.gov/>

## One more tool for preparation

There's one more page in the workbook that may be helpful as you are organizing your volunteers or as you prepare your GOTV message – the issue identification chart.



# Worksheet

## Step



This exercise will answer several important questions:

- Who is in charge
- What is the message
- Where to deliver it

We encourage you to use your own words, make it personal and keep the message simple. See the following pages for sample issues.

### Who is in charge?

- 
- 

### Identify, frame and formulate (what we can all agree on)

- 
- 
- 

### My Message?

### Where to "deliver" my message

- 
- 
- 

Bringing it Together

Walking your members through this step-by-step approach will help them confidently reach out about an issue or law.



# Identify, Frame and Formulate

As a Super Volunteer for a campaign or an organization, you have developed uniform and consistent explanations for your issues and why you support a candidate.

In working with volunteers, you have assisted them to communicate positively and have encouraged personal stories. Communicate positively! **“Train” others to be trusted voices**

- Explain why you are concerned
- Identify the issue - “Good roads” “Fair Healthcare” “Better Schools” “Women’s Rights”
- Frame the issue around your values - “Hard worker” “Family” “Democracy” “Freedom” “Fairness”
- State how you are affected personally
- Ask for a specific action

# Now, how do we Identify, Frame and Formulate for GOTV?

- Explain why you are voting
- Identify the one (or two) issue that matters most to you for that candidate – “Good roads” “Fair Healthcare” “Better Schools” “Women’s Rights”. State how you are affected personally.
- Frame the issue around your values – “Hard worker” “Family” “Democracy” “Freedom” “Fairness” “Honesty”
- How will the candidate address your problem?
- Ask for a specific action

# Take Note

Be Knowledgeable -- Give yourself confidence - Make sure you have the correct information. Be prepared for the “Who, What, When, Why, How” of the election.

- Take the time to understand what offices and what candidates are on your entire ballot.
  - Responsibilities
  - Geography
- How can others figure out who and what is on their ballot?

Focus Your Efforts - Before you support a candidate/issue

- Jurisdiction - Responsibilities and geography of their office
- How will they directly affect me? My family? Friends? Others?
- Where can I have an impact now?

With that preparation done, now let's  
GOTV!

# Keys to GOTV

Make it personal – Voters respond best to other people, whether in their community, workplace, or friends and neighbors. Provide them with your personal “testimonial” – why are you voting?

Keep the message simple – Tie voting to important value

Make it easy to know who/what is on the ballot – Voters want to feel informed – Provide them with a resource on how to know what’s on their ballot – or share a sample ballot.

# Keys to GOTV

**Make it easy to know how to vote** – Voters need to know the specifics – “when and where do I vote?”

**Target your supporters** – GOTV is for your supporters and potential supporters.

**Have a timeline for your GOTV efforts** – GOTV starts a few weeks before the election (after a focus on registration and absentee voting) and continues through election day

# How can you have an impact?

- Super Volunteer – Take the lead in organizing volunteers
- Volunteer – Phone Bank, Canvass, Text Bank, Postcards for your school board candidate (for example)
- Trusted Voice – You have your own “focus group” – what do they want to know? Help them understand the candidates that are important for their concerns. Amplify their Q&A on social media.
  - Exercise group, family, friends
  - Use positive message and your personal story



# What messages are effective in GOTV?

- Help voters plan to vote
- Provide voting information
- Apply “social pressure”

# Who are the best messengers for GOTV?

- Local volunteers!

# What are the best ways to deliver the GOTV message?

- Door-to-door canvassing
- Phone calls
- Peer-to-peer texting
- Direct mail - including postcards & letters
- Literature drop

# What are the best ways to deliver the GOTV message?

- Don't forget (and don't underestimate) the power and importance of “retail” GOTV
  - One-on-one with friends and family
  - Social media

# Be a Voting Resource

## As a Super Volunteer, Volunteer, or Trusted Voice

- What are the important voting dates?
  - Registration
  - Early In-Person Voting
  - Vote by Mail
- Where can voters vote?
- Where can voters get a sample ballot?
- What does a voter need to take to the polls?

# Be a Voting Resource, cont.

What do you need to know? If info helps you, it will help others

- What you can do in your state - <https://votesaveamerica.com/>
- Resources on voting rights - <https://www.aclu.org/know-your-rights/voting-rights>
- Resource on federal, state and local elections - US Government publication <https://www.usa.gov/voting>
- Resource for voting in special circumstances\
  - ◆ <https://www.bestcolleges.com/resources/voting-in-college/>
  - ◆ <https://www.aclu-in.org/en/campaigns/yes-you-can-vote>

# Help people vote!

As a Super Volunteer, Volunteer, or Trusted Voice

- Volunteer to work at the polls – including early voting
- Volunteer to help folks get to the polls



# Sample Resource Guide – Your Homework

## Voting Information - The Indiana “Model”

### Register Now!

- Voting is easy. The first step is getting registered or making sure that your registration is up-to-date. Everyone should check their registration by 10/7/2024.
- What you need to register -
  - Have a valid Indiana Driver's License or Indiana State Identification Card.
  - Be a citizen of the United States.
  - Be at least 18 years old on or before November 5, the general election.
- Register online - <https://indianavoters.in.gov/> Use that URL for a first-time registration, to update your registration, and to check your registration status.

# Sample Resource Guide – Your Homework, cont.

## Voting Information - The Indiana “Model”

### Important Dates You Need to Know!

- Monday, October 7, 2024 - VOTER REGISTRATION ENDS
  - Deadline for In-person = at voter registration office’s close of business
  - Deadline for online = at midnight
  
- Tuesday, October 8, 2024 – EARLY VOTING BEGINS
  - This is the first day that a voter may “early vote” in City-County Building, 200 E. Washington St. All registered voters can vote here ahead of Election Day.
  
- Saturday, October 26, 2024 – SATELLITE SITE EARLY VOTING BEGINS
  - All registered voters can vote at any of the Early Voting locations before Election Day.
  - Go here to find an early voting location - <https://vote.indy.gov/early-voting/>.
  
- Monday, November 4, 2024 – EARLY VOTING ENDS

# Sample Resource Guide – Your Homework, cont.

## Voting Information - The Indiana “Model”

- Tuesday, November 5, 2024 – ELECTION DAY
  - All registered Marion County voters can vote at any Vote Center on Election Day.
  - To find a Vote Center, go to <https://vote.indy.gov/vote-centers/>
  
- Who’s on the Ballot?
  - Marion County voters can view a sample ballot after September 6, 2024, here <https://www.indy.gov/activity/find-a-sample-ballot>
  - For a voter’s guide from the League of Women Voters, go to <https://www.vote411.org/ballot>
  
- Special Voting Rights Questions?  
Go here <https://www.aclu-in.org/en/campaigns/yes-you-can-vote>

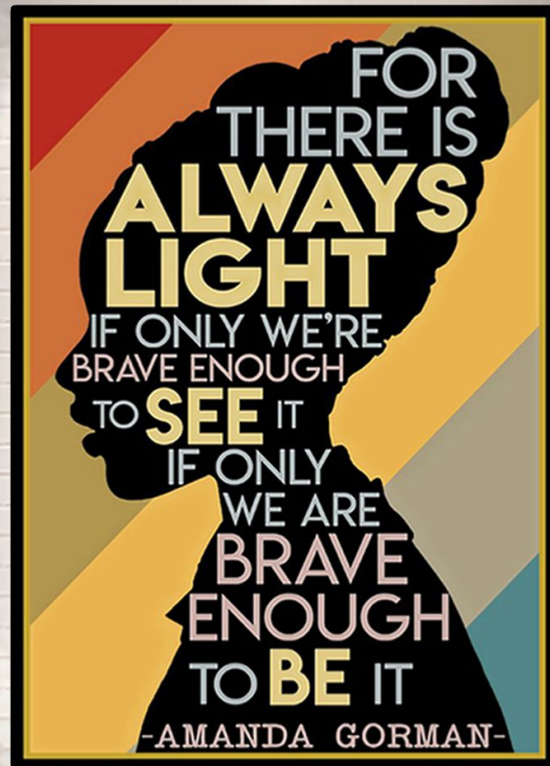
# A Suggestion for Now or After the Election – Write an Op-Ed or LTE

Purpose of an Op-Ed or LTE – use the local media to get your message out. You can also use this format for a Social Media Post

- Pick your “paper” Q: Does your local radio station accept personal statements?
  - What is your paper’s policy on op-ed or LTE?
  - How do you submit?
  - Length limit? – no more than 300 words
- Describe your issue and your views (Say 3 things 3 times) – why is/was this election important to you?
  - Who are you? What is your personal story?
  - Why is your POV important to the community?
  -

# Basics – Writing an Op-Ed or LTE, cont

- Request Action – What do you want to happen? Who do you want to take action?
  - Do you want readers to vote? For a particular candidate?
  - Do you want invite others to join your organization?
    - Invite to an upcoming event
- Amplify – If your LTE is published, amplify your message by posting in social media.



“The most common way people give up their power is by thinking they don’t have any.”

- Alice Walker, First African-American Woman to win the Pulitzer Prize for Literature



"You have to act as if it were possible to radically transform the world. And you have to do it all the time." - Angela Davis

## We're just getting started in 2024!

This is an important year for Democracy. Want to know what you can do? Here are some opportunities to get started.



### Text for Democracy!

Millions of US citizens are not registered to vote. Building Bridges for America is partnering with Field Team 6 to Text for Democracy in some of the most under-registered areas of Virginia, Georgia, North Carolina and Texas.

**Join us!** Sign up once and text whenever you like in 2024. [Use this link to learn more and get started.](#)



### Free Online Trainings on Thursdays

We believe democracy is participation. And we believe participating in politics must be accessible. Trainings are free — join online from wherever you are!



Use the links below to sign up. Or you can browse the [Training page on our website](#). All trainings are 8:00 to 9:00 PM EST

[How to Be Politically Active](#)

Beginning January 11

[Civics 101 - The Basics They No Longer Teach in School](#)

Beginning January 18

[Pop the Disinformation Bubble](#)

Beginning January 25

[Grassroots Organizing for Change](#)

Beginning February 1

### Book Club - Mondays, Beginning February 5

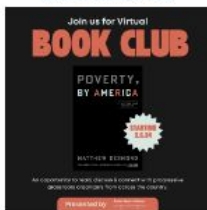
Join us for a virtual book club journey that "gives us new ways of thinking about a morally urgent problem...helps us imagine solutions...calls on us all to become poverty abolitionists, engaged in a politics of collective belonging to usher in a new age of shared prosperity and, at last, true freedom."

We are reading *Poverty, By America* by Matthew Desmond  
Mondays, beginning February 5  
8:00 to 9:30 PM EST

[Sign up on Mobilize Here](#)

Support a Local Book Store:

[Purchase the Book Here](#)



Sign up for our bi-weekly newsletter:  
[buildingbridgesforamerica.com/joinus](https://buildingbridgesforamerica.com/joinus)

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*Discussion Time*

